



—ON THIRD FLOOR—
Christmas China Gift
Booth of vases, bon bon
dishes, syrup jugs, creams
and sugars, cake plates,
etc. Each piece \$1

Third Floor, HBC



—SMOKERS' STANDS—
metal smokers with orna-
mental base in lacquer
finish. 10" tray top, 25"
high. A real gift at the
low price of 1.98

Jasper Ave., HBC



—GENUINE KENWOOD
BLANKETS — satin
bound. Beautiful plain
shades as well as checks.
Priced at 9.75 and 11.50

Second Floor, HBC



—MENS' WINDBREAKERS—
of flannel. Assorted
check patterns. Knitted
waistband and convertible
collar. All sizes. At 4.50

Main Floor, HBC



—OCCASIONAL CHAIRS—
walnut frame with embossed
mohair coverings. Priced at 21.95

Third Floor, HBC



—CHINA TEA SETS—
imported china. Fancy
floral designs in neat
shapes. 23-piece sets 3.50

Third Floor, HBC



To Help Solve Your Gift Problems

*Useful and Practical Christmas Gifts, in picture form, for quick reading!
Many of these items may just fit your gift needs.*

Commencing Monday, on Third Floor, a Three-Day Display and Sale of GENUINE ORIENTAL RUGS

Personally selected in the markets and bazaars of the
Orient by rug experts from our Winnipeg store.

*Included Are Many Small Size Rugs Especially Suitable
For Christmas Giving*

—Who is there who has not wanted to own a genuine "Oriental"? Here is your opportunity. Through our big Winnipeg store we secured a magnificent collection of genuine Oriental Rugs which we offer, in a special pre-Christmas display, at worth-while savings. Every rug is a masterpiece of the weaver's art—artistic in design, beautiful in coloring, and woven to give generations of service.

—Truly a gorgeous group that will win the instant admiration of lovers of beautiful rugs.

—Remember: This sale is for THREE DAYS only—Monday, Tuesday and Wednesday.

Buy At Sale Prices! Buy on the Deferred Payment Plan

"An ORIENTAL Rug"

—The one medium of artistic expression among millions of people—depicting the shimmer of the sea, the blue of the Eastern sky, the waving of the breeze, and the chasing of cloud and shadow over the desert sand! Every figure and form, every arrangement of color, even the size and shape of the rug itself, is replete with meaning. Whether the loom is erected behind the tent on the mountain side, or on the veranda of the village home, the product is one of the magic of the Orient.

—It is hard not to put questions to an Oriental rug when you are alone with it. Why does it seem more like a pleasant, smiling guest than your property? And yet, these marvelous rugs are here on display and may be seen in your home if so desired.

Third Floor, HBC



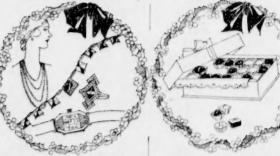
—ELECTRIC LAMPS—
Table lamp with parchment
shade and colored
enamelled base. Priced at 6.95

Jasper Ave., HBC



—BOXED STATIONERY—
cretonne covered box
with 24 sheets and 24
envelopes. Newest shades.
Priced at box \$1

Main Floor, HBC



—NOVELTY JEWELRY—
necklaces, bracelets,
rings, watches, pins, etc.
All at department store
prices. Priced at \$1

Main Floor, HBC



—BOX OF CHOCOLATES—
many varieties. Soft and hard centres. An
ideal Christmas gift.
Priced at box \$1

Main Floor, HBC



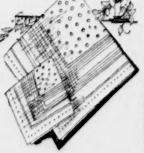
—FOX NECKPIECES—
full furred brown foxes.
Just the gift for her!
Priced at 3.65

Fifth Floor, HBC



—WOMEN'S MULE
SLIPPERS—large assort-
ment of shades. Cuban
heels. Sizes 3½ to 7.
Priced at 7.50

Jasper Ave., HBC



—SILVER CHASED
COMPACTS—with rouge
and lipstick. Chain
and ring attached.
Priced at 1.75

Main Floor, HBC



—SINGING BAGS—
made of wicker, lined with
colored silk. Some
containing needles, scissors,
thread, etc. Priced at 2.95

Main Floor, HBC



—SILK HOSIERY—the
ideal gift. Every pair
boxed for Christmas giving.
All sizes. Neat shades
and all sizes. Pair 1.50

Main Floor, HBC



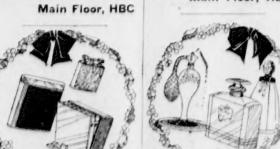
—MANICURE SETS—3
pieces—scissors, file and
button hook. In pearl,
pink and green decorated
pearl box. Set 2.75

Main Floor, HBC



—DANCE SETS—
consisting of bobbies and
bobettes. Newest of
shades. A very dainty
gift. Priced at set 3.95

Second Floor, HBC



—IMPORTED PERSONAL
CARE—The most ex-
quisite containers and the
scents are no less unique.
A wide choice. Priced at
bottle \$1 to \$28

Main Floor, HBC



—KID GLOVES—always
a welcome gift! A new
shipment just received.
Fine French quality. All
sizes. Her pair \$3

Main Floor, HBC



—HAT BOXES—large
size in black enamel with
hat form and cretonne
lining. Brass lock and
catches. Each 5.95

Jasper Ave., HBC



—MENS' PYJAMAS—
made of fine quality
pyjama flannelette. Com-
bination colors in assorted
stripes. Suit 3.50

Main Floor, HBC



—MENS' DRESS
GLOVES—choice of
mocha, tan capeskin, or
deer skin. Lined with
warm fleece. Pair 2.50

Main Floor, HBC



—MENS' HANDKER-
CHIEFS—fine finish in
plain white with heraldic
bordered corners. Each 25c

Main Floor, HBC



—PARASOLS—in the
"Bunny" style. Colors to
correspond with every
costume. High grade
qualities. Priced at 7.50

Main Floor, HBC



—HAND BAGS—the fin-
est English leather in a
variety of styles. Newest
colors. Priced at 1.95

Main Floor, HBC



—CARVING SETS—3-
piece carving sets. Stain-
less steel blade with white
or stag handle. Priced at set
..... 5.50

Jasper Ave., HBC



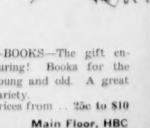
—BOXED HANDKER-
CHIEFS—an almost un-
limited variety. Daintily
boxed with 3 handker-
chiefs in box. Priced at box
..... \$2

Second Floor, HBC



—CHRISTMAS CARDS
AND SEALS—an unend-
ing assortment. All sizes.
Moderately priced at 5¢
to \$2

Main Floor, HBC



—BOOKS—The gift en-
during! Books for the
young and old. A great
variety. Priced from 25c to \$10

Main Floor, HBC

for Economical Transportation



The Outstanding Chevrolet of Chevrolet History

- a six in the price range of the four!

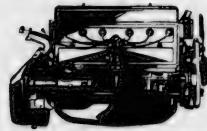
Although the whole country was looking forward to its presentation with eager expectation—

—although it had been freely predicted that the new Chevrolet would represent the most spectacular of all Chevrolet achievements—

—the announcement of The Outstanding Chevrolet of Chevrolet History—a Six in the price range of the four—has proved to be the greatest sensation of the world's most progressive industry!

Everyone was familiar with Chevrolet's brilliant record of success. Everyone knew that Chevrolet had become the world's largest builder of automobiles by establishing, year after year, new standards of performance, beauty and quality in the low-priced field. But no one ever dreamed that it would be possible to ride in the price range of the four, a Six of such startling performance, such impressive appearance, such luxurious comfort and such remarkable engineering advancement!

When you learn the full details of this sensational new automobile, you will realize that Chevrolet has provided those qualities of six-cylinder smoothness, reserve power, and flashing acceleration which heretofore could not be enjoyed in cars costing several hundred dollars more!



Chevrolet's new six-cylinder, fully-enclosed, valve-in-head engine has a high compression, non-detonating head. Its piston displacement is 194 cu. in. and it develops 46 H.P. at low engine speed.

The Outstanding Chevrolet is powered by a new six-cylinder valve-in-head engine of advanced design. Over one hundred different engines were created, built, tested and improved during the past four years be-

fore the present design was adopted. Millions of miles of testing at the General Motors Proving Ground and in various parts of the country have definitely established its stamina, dependability and economy under every possible condition of usage. It develops 32% more power than the previous Chevrolet motor and affords sensational greater speed and faster acceleration. And despite this vastly improved performance, an economy averaging better than twenty miles to the gallon of gasoline!



Marvellous new bodies by Fisher are an outstanding feature of the Outstanding Chevrolet.

Numerous engineering advancements make possible these amazing performance results. A new non-detonating cylinder head provides high compression performance with special fuels. The new hot-spot manifold assures complete fuel vaporization. The new and larger carburetor incorporates an automatic acceleration pump, and an improved venturi choke for quicker winter starting; while a new AC gasoline pump, with filter assures adequate fuel supply no matter how long or steep the hill.

A new, heavier crankshaft statically and dynamically balanced makes tor-

sional vibration imperceptible at all speeds—due partly to its exceptional size and partly to the relative shortness of its crank-throws. The entire rocker arm mechanism is automatically lubricated; and this, combined with the new camshaft, new large valve tappets, new fabric camshaft gear and the new muffling system results in delightful silence of operation. Long engine life is provided for by a new type AC air cleaner and by a new method of continuous self-purification of the crankcase oil—while an improved system of crankcase ventilation minimizes oil dilution, particularly during winter use.

Impressive as it is, however, this superb power plant is only one phase of the advanced engineering revealed in the Outstanding Chevrolet. Big, powerful, easily adjustable four-wheel brakes give positive, safe control—with silent operation assured under all conditions by semi-molded linings and a new brake band design. The steering mechanism is fully equipped with ball bearings and the new steering wheel is of the flat, new steering rimmed type—an important contribution to ease of control.

The new and quieter transmission contains heavier gears of vanadium steel, while the driving gear and pinion are made of 3 1/2% nickel steel—the finest gear material known to metallurgical science. And, also, there are provided such costly car features as two-beam headlights with toe button control for "dimming,"

semi-automatic spark control, theft-proof Electrolock, waterproof spark-coil construction, larger shielded safety gasoline tank in rear, improved differential lubrication and many other features of comparable importance.

If the Outstanding Chevrolet offered only this impressive array of mechanical advancements, it would still be hailed as a sensational achievement in modern automotive design. But, in addition, it offers an order of beauty, distinction and style never before attained in any low-priced automo-

bile! The high flattened hood and the gleaming chromium plated radiator shell furnish the key note of



The driver's seat in all closed models is easily adjustable forward or back for means of a handle regulator. This brings the clutch and brake pedals within proper reach for all drivers.



The new, slender rimmed, flat steering wheel and improved dash assure the easiest driving convenience. On the indirectly lighted instrument panel are grouped all controls, including the motor heat indicator and theft-proof Electrolock.

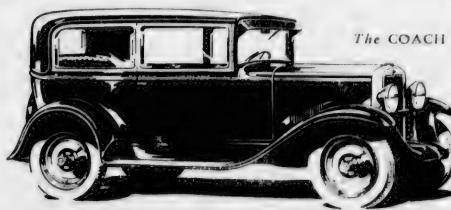
rugged smartness and grace. The rakish unbroken lines, emphasized by distinctively grouped hood louvers, are suggestive of speed and alertness. The divided body moulding and concave front pillars reflect the vogue so widely favored by leading custom builders; while the larger, longer, lower bodies are themselves masterful examples of the craftsmanship for which Fisher is internationally renowned.

The seats are wider and more restful. The driver's seat in all closed models is easily adjustable, forward or back—a feature recently introduced on a few of the high-priced cars. The redesigned dash carries an attractive grouping of all control instruments indirectly lighted including the new motor temperature indicator.

Climaxing sixteen years of continuous progress . . . revealing new performance, new beauty, new quality and dependability . . . priced so amazingly low as to be within the reach of everybody everywhere—

—this sensational new Chevrolet represents the greatest dollar-for-dollar value ever offered in any automobile!

We cordially invite you to visit our showroom and secure complete and detailed information regarding this great new car which will be ready for delivery beginning January 1st.



The COACH	
\$770	
The Roadster . . .	\$665
The Phaeton . . .	\$665
The Coupe . . .	\$760
The Sedan . . .	\$870
The Sport . . .	\$885
The Cabriolet . . .	
The Convertible . . .	\$925
Landau . . .	
LIGHT DELIVERY CHASSIS . . .	\$510
Above prices at factory, Oklahoma Government Taxless	
1/2 TON CHASSIS . . .	\$695
At Farmer, Wilkerville, Oklahoma Government Taxless	

EDMONTON MOTORS, LTD.

10228 98th STREET

PHONE 1941

10216 102nd STREET

PHONE 1971

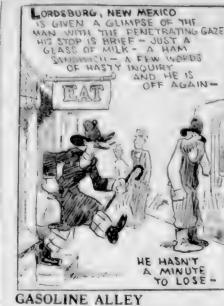
PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

FRITZ RITZ



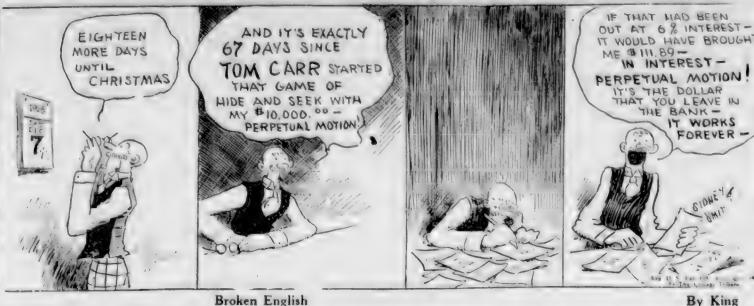
By Ernie Bushmiller

THE GUMPS



GASOLINE ALLEY

Perpetual Motion



By Sidney Smith



By King

SIDE GLANCES



By George Clare

THE NEBBS



By Sol Hess



By Martin

BOOTS AND HER BUDDIES



By Martin

Flapper Fanny Says



Little Joe



By Martin

JOTS FROM GEOGRAPHY



By Martin

WINNIE WINKLE THE BREAD WINNER

Fifty-Fifty



By Martin

Dumbells



Miss Information

By H. G. GAGE



By Harold Gray

Quips and Quirks



By Harold Gray



THE NEBB'S



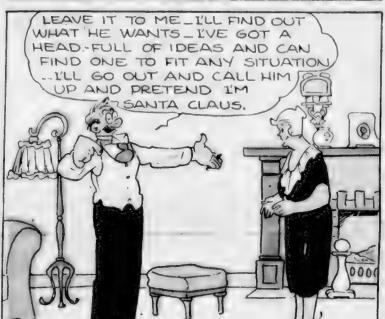
THE NEBBS

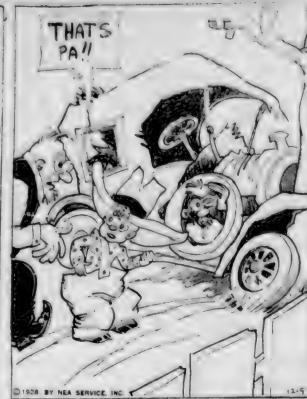
By Sol Hess



A Big Order For Santa Claus

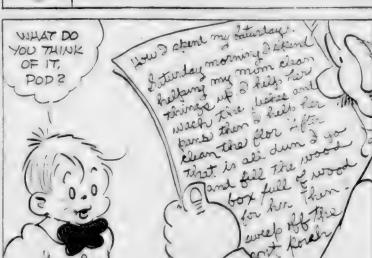
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FRECKLES AND HIS FRIENDS

By Blosser



EDMONTON'S OWN
NEWSPAPER

SUBSCRIBE TODAY—10¢ A WEEK
BY CARRIER

THE GREATEST IN
NEWS VALUE

THE GUMPS



BOOTS

AND HER
BUDDIES

DON'T BE A PILL,
MORACE! I CAN'T
SEE YOU THIS
EVENING — I'M
ALL DATED UP
WITH FERDY

AN' THAT'S ALL
RIGHT — WE
BUSTED IN ON
MANY A PARTY
OF MINE

BUT HE WAS
HERE FIRST

WOT OR IT?
COLUMBUS LANDED
FIRST, TOO — BUT
LOOKIT TH' COUNTRY
NOW

WELL, IF YOU WILL
BE SO CHUMMY,
WHY NOT RUN
OVER AN GET
BABE — AN' WELL
MAKE IT A FOUR-
SOME?

I WAS JUST
CHASED AWAY
FROM THERE —
SHE'S DATED UP
TOO — WOW!

SERVES YOU RIGHT!
WHAT DO YOU
EXPECT WHEN YOU
TRY T' HORN IN
ON PARTIES AT TH' LAST MINUTE?
— ???

OH — I'M ALWAYS
PREPARED,
BABY — YES,
IN DEED!!!

OUR BOARDING HOUSE

By Ahern

